

Monthly Sales Trend for Jul 2025

Japan Business

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	111.3	120.0
Number of Customers	110.1	118.1
Sales per Customer	101.1	101.6

Sales by Product Category (year-on-year change)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	119.1	128.3
Household	105.0	112.9
Foods	115.8	125.1

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	422	683
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

None

Sales trends

In July 2025, on a year-on-year sales basis, monthly sales were 111.3% at LFL directly managed stores and online stores, and 120.0% at all stores and online stores, exceeding previous year's results for the 18th consecutive month. Summer sales campaign (held from July 18 to 28) where selected items were offered at trial prices, partly contributed to the results. Sales of Apparel, Household goods, and Foods all increased on a LFL store basis. In particular, sales of Apparel increased significantly due to overcoming inventory shortages of summer items experienced last year. There was no impact from the number of weekends and holidays YoY.

Businesses Outside Japan

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

East Asia

	LFL Directly Managed Stores + Online Store		All Directly Managed Stores + Online Store	
		Mainland China		Mainland China
Sales	107.6	109.6	115.3	119.6
Number of Customers	108.9	-	119.0	-
Sales per Customer	98.7	-	96.9	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	113.0	136.0
Number of Customers	-	136.7
Sales per Customer	-	99.5

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	116.9	116.9
Number of Customers	-	115.1
Sales per Customer	-	101.5

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	555
Number of New-opening Stores	-	4
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	126
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	49
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI SHENZHEN JOY CITY (Mainland China, DM)
MUJI GUANGZHOU GTI SPRING MALL (Mainland China, DM)
MUJI HANGZHOU XIXI TIANJIE (Mainland China, DM)
MUJI MOKO (Hong Kong, DM)

2025年8月期 月別売上・客数・客単価昨比（速報値）Fiscal Year ending August 31, 2025

月次概況 Monthly sales trend
国内事業 Japan

LFL = Like for Like

	9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
衣服	Apparel	105.7	101.7	121.3	110.2	120.7	115.5	106.5	115.6	112.5	117.6	99.2	108.9	108.7	111.1	109.5	119.1			111.7
生活	Household	121.5	132.6	122.4	125.8	113.2	111.2	110.4	111.7	119.2	122.6	116.1	114.2	118.9	119.0	107.0	105.0			116.7
食品	Food	103.6	119.6	105.0	109.7	111.4	105.1	106.2	107.8	108.8	119.0	115.5	113.9	116.9	111.5	102.1	115.8			111.1
直営既存店＋オンラインストア		113.4	118.6	119.2	117.6	115.3	111.3	108.5	112.1	115.1	120.5	109.8	112.2	115.2	115.1	107.1	111.3			114.1
LFL Directly managed stores (MUJI) + Online store																				
衣服	Apparel	114.4	110.3	128.9	118.4	129.7	123.6	114.3	124.0	120.8	128.3	105.1	117.5	117.1	119.4	118.1	128.3			120.1
生活	Household	130.8	142.9	129.6	134.6	121.3	118.9	118.6	119.8	127.5	134.9	123.2	123.6	128.9	128.0	115.5	112.9			125.5
食品	Food	115.9	132.0	113.8	120.6	121.9	115.3	117.3	118.4	119.5	134.2	126.1	126.7	130.0	123.2	112.1	125.1			122.4
直営合計＋オンラインストア		122.9	128.5	126.7	126.5	124.2	119.6	117.2	120.8	123.8	132.8	117.1	122.0	125.2	124.3	115.9	120.0			123.2
Directly managed stores total (MUJI) + Online store																				

直営既存店＋オンラインストア LFL directly managed stores (MUJI)+ Online store																				
客数	Number of Customers	108.3	107.8	107.1	107.7	108.7	105.7	108.4	107.6	107.7	114.1	103.8	110.0	109.7	108.4	105.7	110.1			108.3
客単価	Sales per Customer	104.7	110.0	111.3	109.2	106.1	105.3	100.1	104.2	106.9	105.6	105.8	102.1	105.0	106.2	101.3	101.1			105.4

直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	116.2	115.5	113.8	115.1	115.8	112.8	116.4	115.0	115.0	124.2	111.6	118.7	118.6	116.3	113.6	118.1			116.2
客単価	Sales per Customer	105.8	111.3	111.3	109.9	107.3	106.0	100.7	105.0	107.6	107.0	105.0	102.8	105.6	106.9	102.0	101.6			106.0

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																				
店舗数	Number of Stores	631	637	649	649	649	651	651	651	664	672	674	674	674	683	683				683
当月出店数	Number of New-opening Stores	9	6	14	29	0	0	4	4	33	15	9	4	28	61	9	0			70
当月退店数	Number of Closed Stores	1	0	2	3	0	0	2	2	5	2	1	2	5	10	0	0			10

チャネルについて
● 直営既存店：前年同期首から期末まで通年で稼働した店舗
※ 同期間に30日以上継続して休業した店舗を除く

Definition of Sales Channel:
● LFL (Like-for-Like) : Stores fully operated during the prior fiscal period
※ excluding stores that were closed for 30 days or more in the previous term.

前年比数値について
● 直営数値：店舗売上高（売価ベース） 前年同月比

Definition of figures:
● DM: Flash store sales as percentage of the same month prior fiscal year.

海外事業セグメント別
Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

LFL = Like for Like

	9月	10月	11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
東アジア事業 / East Asia																				
直営既存店＋オンラインストア		102.4	106.2	109.5	106.8	104.2	110.9	93.2	103.4	105.1	104.4	107.0	117.5	110.0	106.7	107.4	107.6			106.9
LFL Directly managed stores (MUJI) + Online store																				
中国大陸	Mainland China	103.9	112.3	110.8	110.0	103.2	108.6	92.5	102.0	106.0	104.4	108.6	121.4	111.9	108.1	111.8	109.6			108.6
直営合計＋オンラインストア		111.6	114.4	116.9	115.0	111.1	121.4	100.2	111.3	113.1	112.5	115.1	125.3	117.9	114.5	113.2	115.3			114.5
Directly managed stores total (MUJI) + Online store																				
中国大陸	Mainland China	113.6	121.9	118.6	118.9	113.6	120.4	101.9	112.6	115.6	114.1	118.8	130.2	121.3	117.3	117.3	119.6			117.5

直営既存店＋オンラインストア LFL Directly managed stores (MUJI)+ Online store																				
客数	Number of Customers	104.8	110.2	116.7	110.7	105.4	117.8	104.5	109.3	110.0	109.4	110.0	116.8	112.0	110.6	109.0	108.9			110.3
客単価	Sales per Customer	97.7	96.4	93.9	96.5	98.8	94.1	89.2	94.6	95.6	95.4	97.3	100.6	98.2	96.4	98.5	98.7			96.9

直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	114.1	119.0	125.3	119.7	114.7	129.3	113.3	119.2	119.4	118.5	118.6	126.1	121.2	120.0	117.0	119.0			119.6
客単価	Sales per Customer	97.8	96.1	93.3	96.1	96.9	93.8	88.4	93.4	94.8	94.9	97.0	99.4	97.2	95.4	96.8	96.9			95.7

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																				
店舗数	Number of Stores	531	531	536	536	548	553	551	551	551	550	550	548	548	548	554	555			554
当月出店数	Number of New-opening Stores	7	3	5	15	12	5	0	17	32	3	3	3	9	41	6	4			51
当月退店数	Number of Closed Stores	3	3	0	6	0	0	2	2	8	4	3	5	12	20	0	3			23

東南アジア・オセアニア事業 / Asia East/South & Oceania																				
直営既存店＋オンラインストア		92.6	97.3	95.1	95.8	107.3	107.5	98.0	104.9	100.7	98.4	97.4	106.4	101.7	102.2	106.6	113.0			103.6
LFL Directly managed stores (MUJI) + Online store																				
直営合計＋オンラインストア		118.2	124.8	122.1	121.8	127.0	132.6	115.5	125.6	124.1	121.0	116.6	131.6	123.3	124.1	131.0	136.0			125.5
Directly managed stores total (MUJI) + Online store																				

直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	116.5	126.8	126.0	123.1	126.8	130.9	120.0	126.3	124.9	125.0	121.8	135.7	127.6	125.8	135.1	136.7			127.6
客単価	Sales per Customer	101.4	98.4	96.9	98.9	100.2	101.3	96.3	99.5	99.4	96.8	95.8	97.0	96.6	98.7	97.0	99.5			98.3

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																				
店舗数	Number of Stores	106	108	113	113	115	117	117	117	117	121	124	125	125	125	126	126			126
当月出店数	Number of New-opening Stores	1	2	5	8	2	2	1	5	13	4	3	1	8	21	1	0			22
当月退店数	Number of Closed Stores	0	0	0	0	0	0	1	1	1	0	0	0	0	1	0	0			1

欧米事業 / Europe & Americas																				
直営既存店＋オンラインストア		106.3	111.9	110.0	109.4	110.7	110.9	102.8	108.7	109.3	108.3	109.8	115.7	111.4	110.0	124.8	116.9			111.9
LFL Directly managed stores (MUJI) + Online store																				
直営合計＋オンラインストア		98.0	104.2	102.9	101.7	107.7	108.9	101.2	106.4	106.5	107.3	109.2	115.1	110.7	107.7	124.1	116.9			109.9
Directly managed stores total (MUJI) + Online store																				

直営合計＋オンラインストア Directly managed stores total (MUJI) + Online store																				
客数	Number of Customers	95.6	98.6	102.8	99.0	101.4	101.8	100.7	101.3	102.2	103.8	103.0	110.7	105.8	103.3	112.1	115.1			105.1
客単価	Sales per Customer	102.5	105.7	100.1	102.8	106.2	107.0	100.4	105.0	104.2	103.4	106.0	104.0	104.6	104.3	110.7	101.5			104.7

月末店舗数 (LS含む) Number of Stores at the End of Month (Include LS Stores)																				
店舗数	Number of Stores	50	50	50	50	50	50	49	49	49	49	49	49	49	49	49	49			49
当月出店数	Number of New-opening Stores	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			0
当月退店数	Number of Closed Stores	0	0	0	0	0	0	1	1	1	0	0	0	0	1	0	0			1

月末店舗数（国内外合計） Total MUJI Store as of the end of month																			
店舗数	1,318	1,326	1,348	1,348	1,362	1,369	1,368	1,368	1,368	1,384	1,395	1,396	1,396	1,396	1,412	1,413			1,413
当月出店数	Number of New-opening Stores	17	11	24	52	14	7	5	26	78	22	15	8	45	123	16	4		143
当月退店数	Number of Closed Stores	4	3	2	9	0	0	6	6	15	6	4	7	17	32	0	3		35